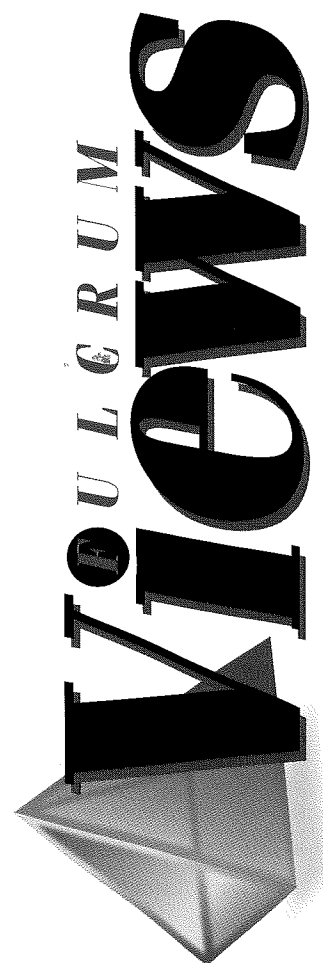# Fulcrum®
SearchServer™
Version 2
Introduced

A new version of Fulcrum SearchServer, Fulcrum's powerful client/server search engine, is now available.

Offering first-time support for Microsoft's ODBC (Open Database Connectivity) standard and the ability to "plug and play" with other ODBC-enabled products, Fulcrum SearchServer Version 2 opens up the world of text-retrieval to application developers and end-users in mainstream corporate accounts.

According to Peter Eddison, Fulcrum's Vice President of Corporate Marketing, "Fulcrum SearchServer Version 2 delivers very real customer benefits. Application developers will be able to access Fulcrum's powerful full-text database server using familiar third-party tools. Organizations can leverage the significant investments they have already made in software and applications and adapt those to address both current and future information needs."
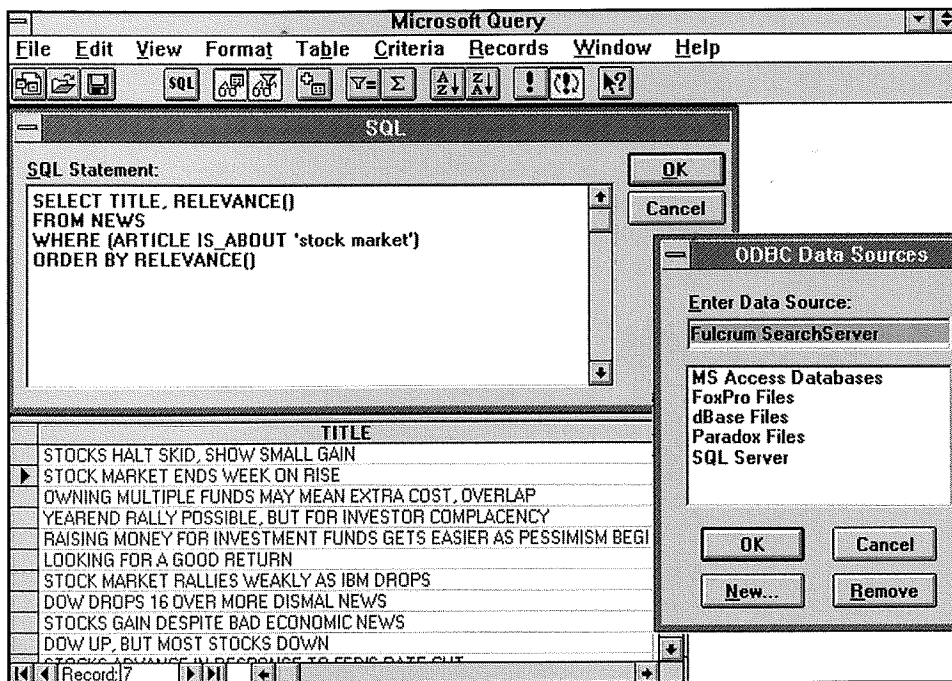
FULCRUM

Fulcrum SearchServer Version 2 Introduced

New Version Supports ODBC

Fulcrum SearchServer: An ODBC data source for text-retrieval. Microsoft's ODBC [Open Database Connectivity] is rapidly becoming the standard for data access. Fulcrum SearchServer support for ODBC makes SearchServer's advanced text-retrieval capabilities accessible from ODBC-enabled applications and tools, such as Microsoft Query shown above.

Currently the only text-retrieval vendor that supports ODBC, Fulcrum introduced an industry first with the 1993 release of Fulcrum SearchTools, the standards-based product family of which Fulcrum SearchServer is a key component. Large organizations such as National Semiconductor Corp. and Florida Power Corp. have made corporate-wide commitments to Fulcrum SearchTools and are using it to improve their business processes.

By supporting Microsoft's ODBC, an industry-standard interface used to access data from diverse databases, Fulcrum SearchServer provides a key advantage. According to Tim Stuart, an internal Technical Consultant at National Semiconductor, "The Fulcrum solution allows us tremendous flexibility in serving our user base by allowing us to integrate it into many applications, on many platforms. With Fulcrum's support of ODBC we can easily integrate it into other software products, which allows for many more integrated application possibilities. The end result to our users is faster and easier information retrieval, which helps to break down some of the barriers to productivity among our professionals."

VERSION 2 ENHANCEMENTS

Fulcrum SearchServer Version 2 will greatly increase an organization's capabilities for developing Fulcrum text-retrieval solutions, thereby accelerating widespread deployment and increasing overall productivity and decision

support capabilities. The new version provides a number of significant enhancements, including a new "immediate indexing" capability, which ensures that documents are indexed as soon as they are added to the database and immediately re-indexed if they are modified without a system administrator's intervention.

With this feature, users can search large document databases without interruption and with confidence that they are always accessing the most current information.

A new database "text reader" architecture allows the full power and performance of SearchServer to be used to search and retrieve text objects stored within a relational database.

NEW SUPPORT FOR VISUAL BASIC

In addition to Fulcrum SearchServer Version 2, Fulcrum has also released Fulcrum SearchBuilder™ for Visual Basic, the first in a series of integrated toolkits for building robust SearchServer applications using popular application development environments. Fulcrum SearchBuilder toolkits are designed for use by MIS professionals and third-party application developers, for implementing text-retrieval applications that access Fulcrum SearchServer.

By exploiting the support for ODBC provided by all leading vendors of 4GL and graphical Application Development Environments (ADEs), Fulcrum SearchBuilder toolkits leverage the power of today's rich application development tools.

For more information about Fulcrum SearchServer Version 2 and Fulcrum SearchBuilder, call (613) 238-1761. ▲

Fulcrum and WAIS, Inc. Announce Strategic Partnership

Information SuperHighway edges closer

As a result of a new alliance between Fulcrum and WAIS, Inc., Fulcrum's SearchServer retrieval engine will be used to create new electronic publishing applications for the information superhighway. Under the terms of the agreement reached, SearchServer will be integrated with the WAIS Network Publishing Protocol to create an Internet-compatible toolkit for use in implementing text-intensive applications.

According to Brewster Kahle, President of WAIS, Inc., "The entrance of Fulcrum, a recognized leader in full-text search technology, will accelerate the development of network-based, on-line services and expand the market for all of us. We are pleased to be working with Fulcrum to provide their customers with access to our network publishing tools."

The partnership marks a new direction for WAIS, a Menlo Park, California-based provider of products and services for organizations that wish to deliver information over Internet. To date, WAIS has been bundling its own retrieval engine with its network publishing tools. Fulcrum's widely installed retrieval engine will now be used to search document databases on Internet and will broaden the number of databases available.

Internet is a worldwide computer network linking millions of computers, which allows users to send electronic mail, read news, download software and perform other functions. Designed more than ten years ago as a way to link research, government and academic institutions and defense contractors, Internet is now experiencing tremendous growth among business users and corporations.

As a result of the Fulcrum/WAIS partnership, 20 million Internet users will be able to access full-text data on Fulcrum servers, using popular interfaces such as World Wide Web, Mosaic and Gopher. Fulcrum customers will

"a whole new cyberspace frontier is opening up to the world of text-based applications"

also be able to distribute information in a different way, without any costly conversions or programming changes.

"With this agreement, Fulcrum is taking a major step towards making the information superhighway a reality — a whole new cyberspace frontier is opening up to the world of text-based applications," said Eric Goodwin, Fulcrum's President and CEO. "We're pleased to be leading the way." ▲

Fulcrum Japanese Partner Wins Special Award

Kyowa Shokai Corp., a Fulcrum business partner, recently received a special award of distinction for a Fulcrum-based system it developed. The Tokyo-based company was given an Award of Contribution by Marubeni Corporation, one of Japan's leading trading houses, for its role in helping Marubeni save money and increase its marketing strength.

Known as the Lanser System, Kyowa Shokai's solution was developed for use by trading companies which must manage large volumes of FAX and telex information daily. The system handles the routing, storage and retrieval of messages from a shared UNIX server, using Fulcrum's indexing and retrieval technology.

The messages are accessed via personal computers, at desktops.

According to Hirokichi Takahashi, Vice President of Kyowa Shokai, Marubeni Corporation found that by using the Lanser System, it was saving an estimated one million Yen (approximately $10,000 U.S.) per month. "Tracking studies showed that the system makes it possible for Marubeni staff to act more quickly on information, improving business turnaround," he explains. "Using Fulcrum's technology, documents can be found very easily."

"By increasing speed of response, our software gives companies like Marubeni an advantage, in a very competitive market," says Eric Goodwin, Fulcrum's President and Chief
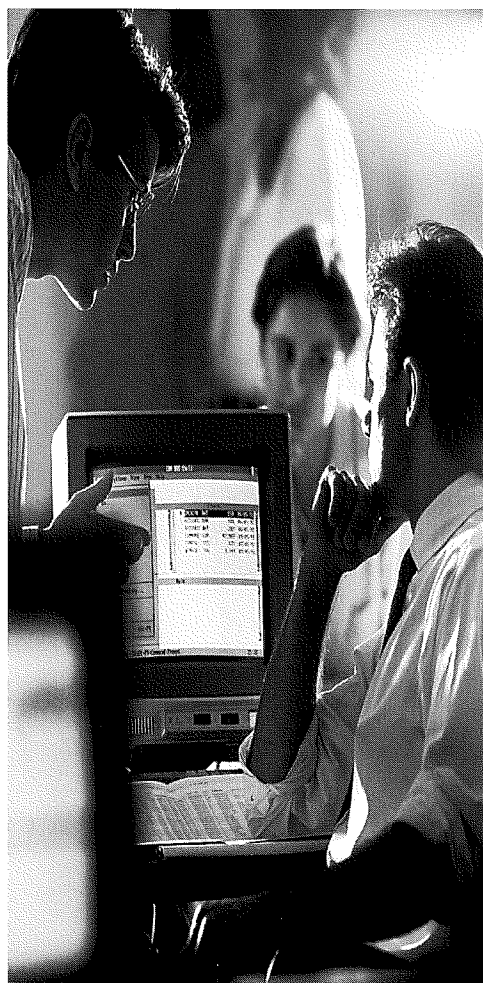
Executive Officer. "It reduces the paper burden that slows down key business processes and thus, helps increase their strength."

Marubeni Corporation is one of nine major Japanese trading houses called "Sogoh Shorsha," which have branches and subsidiaries worldwide. The companies deal in foods, fuels, chemicals and a variety of other products. On a daily basis, they receive and send an estimated 50,000 messages, between offices.

In addition to being a Fulcrum business partner, Kyowa Shokai Corp. is a distributor for Apple Computer, Inc. Established in 1947, the company posted revenues of 3.2 billion Yen (approximately $30 million U.S.) in 1993. ▲

Fulcrum Software Drives New Real-Time Research Services for Brokerage Firms

Fulcrum's full-text retrieval technology is a key component of two new electronic research services, designed for use by brokerage firms. According to Eric Goodwin, Fulcrum's President and CEO, "These types of services are an ideal application for our software."

"They allow subscribers to search very large volumes of documents quickly and easily, giving them instant access to information," he says. "They also demonstrate our product's capabilities for dealing with documents that combine text, charts, graphs and spreadsheets."

MULTEX PUBLISHER

One research service, called Multex Publisher, has been developed by Multex Systems, Inc., an independent spin-off of ADP's Brokerage Information Services Group. Scheduled to be available in late spring of 1994, Multex Publisher will electronically store and deliver complex Wall Street research documents, historical data, fundamentals and company earnings estimates. Based on Fulcrum SearchTools, the product is designed for use by both institutional and individual investors.

"Multex Publisher will provide more timely and economical delivery of complex documents, profiling accounts from not only a current, but historical perspective," explains Jim Tousignant, Vice President of Marketing for Multex. "Fulcrum SearchTools makes the service easy to use for both novice and sophisticated customer." Users will be able to retrieve information using full-text and phrase searching, by stock ticker symbol, company name, broker, analyst and industry or subject codes. They will then be able to browse reports on their own PCs or workstations, print reports locally and FAX or E-mail reports to clients.

Large firms which have already committed to using Multex Publisher include Paine Webber and Kidder Peabody. According to Tousignant, one new client — a large firm with hundreds of offices and thousands of brokers — has estimated that it could save tens of millions per year on printing and postage costs, usually associated with mailing internally-generated research.
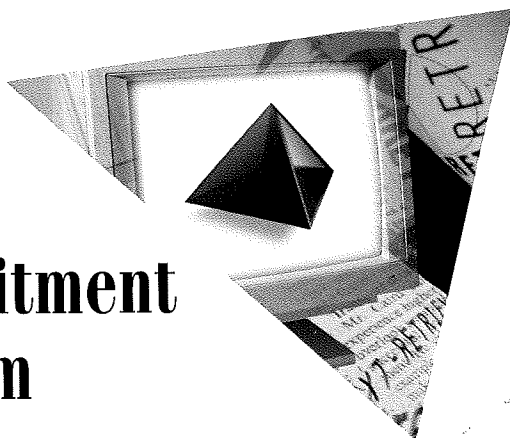
FIRST CALL RESEARCH DIRECT

The second new research service, called First Call RESEARCH DIRECT, was developed by First Call Corporation, the leading distributor of real-time commingled research notes and earnings estimates. Designed for use by institutional money managers, First Call RESEARCH DIRECT provides real-time delivery of original equity research reports from contributing brokerage firms.

"First Call RESEARCH DIRECT provides a way to manage critical information electronically, saving money managers time, money and storage space," says Goodwin. "It also reduces the cost of distributing information and improves productivity, for institutional investors." In First Call RESEARCH DIRECT, Fulcrum's search engine has been combined with other enabling technology that includes Adobe Acrobat software, which provides cross platform viewing, navigation and printing of electronic documents. First Call RESEARCH DIRECT is currently available on a dedicated terminal or desktop PC, via a Microsoft Windows-based local area network.

Twenty-five of the largest U.S. money management firms have committed to beta testing of First Call RESEARCH DIRECT and are currently receiving the service. Leading brokerage firms which have signed agreements with First Call to deliver their research over First Call RESEARCH DIRECT include Donaldson Lufkin & Jenrette Securities, Morgan Stanley & Co. and Smith Barney Shearson. ▲

UMI Increases Its Commitment to Fulcrum

T hrough a sizeable agreement that will span the next five years and possibly beyond, University Microfilms International (UMI) will increase the level of its commitment to Fulcrum technology substantially. A worldwide leader in developing innovative information storage and retrieval systems, the Ann Arbor, Michigan-based firm has been working with Fulcrum's search engine since 1991.

According to Pat Guiant, UMI's Vice President of Electronic Product Development, "The utility of Fulcrum's search engine is something we continue to push to the limit, in the markets we serve.

While market conditions are continually evolving, Fulcrum gives us the flexibility we need to remain a leader in information technology, without necessarily changing the way we operate."

Established in 1938, UMI is perhaps best known for its products that archive the hundreds of years of history contained in the pages of books and periodicals produced since the Middle Ages — a collection that grows by leaps and bounds each year. It established itself as leader in supplying micro-film and microfiche (collectively called microform) to public and private libraries and since the

introduction of CD-ROM and on-line services, has been busily expanding its horizons to remain the premier provider of information.

"Our ongoing mission is to find newer and faster ways of storing and retrieving information, to preserve and disseminate it," Guiant explains.

"We strive to make information available economically and on demand."

Fulcrum's technology is playing a key role in helping UMI achieve that goal, embedded in abstracts and indexes such as INSPEC Ondisc, a database referencing more than 2,100 Institute of Electrical and Electronics Engineers (IEEE)'s publications produced from 1988 onward. As electronic media and delivery systems evolve, Fulcrum is also helping UMI expand its capabilities to include a wider range of delivery mechanisms.

"One of the advantages of working with Fulcrum is that they stay on top of new technology and thus, make it easier for us to move to new platforms demanded in our markets," says Guiant. "With a part-ner like Fulcrum, there are many comforts that can't be measured in pure business terms." ▲

Hot off the press!

FULCRUM HAS NEW COMPANY AND PRODUCT LITERATURE AVAILABLE, INCLUDING ITS FIRST-EVER ANNUAL REPORT AND A NEW FULCRUM SEARCHTOOLS BROCHURE.

Annual Report

Family Product Brochure

FOR MORE INFORMATION OR TO ARRANGE FOR YOUR FREE COPIES, CALL 1-800-FULCRUM IN NORTH AMERICA OR (613) 238-1761 (FOR CALLS OUTSIDE CANADA AND THE U.S.).

Fulcrum's technology plays a key role in a unique application designed to help reunite Bosnian children living in camps for refugees and displaced persons, together with their families.

Customer

The United Nations High Commissioner for Refugees (UNHCR), an international body responsible for protecting refugees and promoting lasting solutions to their problems.

Challenge

Collecting, processing and distributing information about refugee children in war-torn Eastern Europe and reuniting them with their families.

Solution

A new computerized system for managing information about refugees, that combines Fulcrum's information retrieval software with technology from EDS Corporation, Bull Worldwide Information Systems and Oracle.

Benefits

More efficient means of cataloguing, managing and disseminating information about refugees.

Why Fulcrum

Powerful information indexing, searching and retrieval capabilities.

Operation reUNite

Through a unique project spearheaded by a non-profit coalition, Fulcrum's information retrieval technology is being used to help address the largest refugee problem since World War II. Called Operation reUNite, the project's goal is to reunite an estimated 40,000 children, separated by the conflict in the former Yugoslavia, with their families.

According to Barbara Francis, a spokeswoman for the United Nations High Commissioner for Refugees (UNHCR), "This is the first time, as far as we know, that high technology has been used to address a refugee situation. We have very high hopes for this system."

The idea for Operation reUNite originated within the Document Processing Services Division of EDS Corporation, a long-standing Fulcrum business partner. Generated by an awareness of the refugee crisis in the former Yugoslavia, created by news reports, the idea emerged from a number of employee discussion groups. As discussions evolved, EDS employees saw the opportunity to apply imaging and CD-ROM technology to help refugee children. Supported by EDS management, a determined team began working on a technical solution and in July of 1993, EDS presented a technical proposal to UNHCR officials.

Fulcrum's software was part of that solution. According to Eric Goodwin, Fulcrum's President and CEO, "When we were approached by EDS to contribute our retrieval software to this important project, we saw it as the ideal use of technology to solve a real world problem. We're pleased that our long-time partnership with EDS has resulted in this humanitarian use of our collective technologies."

MATCHING PROFILES

Central to Operation reUNite is an electronic refugee profile database, which was created by EDS. UNHCR and its operational partners collect

Customer Help Department Update

necessary information on profile forms in the field, along with photographs (when available) to aid in identification. The profile forms are sent to an EDS processing site in Paris, where data is keyed into an Oracle Corp. database on hardware provided by Bull Worldwide Information Systems, Inc. Available photographs are also scanned into the database and the data is indexed, using Fulcrum's information retrieval technology.

Requests for information about missing children, sent in by parents on other forms, are matched against the profiles in an initial attempt to reunite families. Information is then printed out and copied to CD-ROM for distribution to dozens of sites around Europe, where it will be used by UN personnel to match parents with their children. Parents at "consultation centres" — equipped with Bull desktop and personal computers — are able to automatically search the CD-ROM disks based on descriptions entered into the system and view any photographic images available, on-line.

Information is also made available in paper directory form and on listings designed for broadcasting into the former Yugoslavia. According to Alexander Casella, UNHCR Coordinator for Mass Information in Geneva, "The project is breaking new ground in the use of technology to support our humanitarian efforts." ▲

s Fulcrum continues to grow in response to increasing demand for its products and services, customer service remains a number one priority. "It is absolutely essential that we remain focussed on the customer, since our success hinges on their success," says Stephen Pollack, Director of Fulcrum's Customer Help Department. "We must continually enhance and improve our service offering, to ensure that we're delivering the highest quality possible."

In 1993, Fulcrum expanded its support program to include many new services and extended its hot-line support hours. It also undertook a customer survey to help determine whether its support was in fact meeting customer needs and expectations.

"The survey confirmed that our customers were very satisfied in most categories and that our level of service was viewed as equal to or better than that of other software vendors," Pollack notes. "However, while the response was very positive overall, there were some areas where customers felt we could offer some improvement."

"We are taking the needs expressed very seriously," he continues, "and we will be responding directly to those needs throughout the coming year."

BULLETIN BOARD ACCESS

According to Pollack, access to an lectronic bulletin board was one additional service which customers "clearly felt was a key element of support."

"As a result, we will be introducing a new bulletin board by the summer, which customers can use as a means of exchanging information with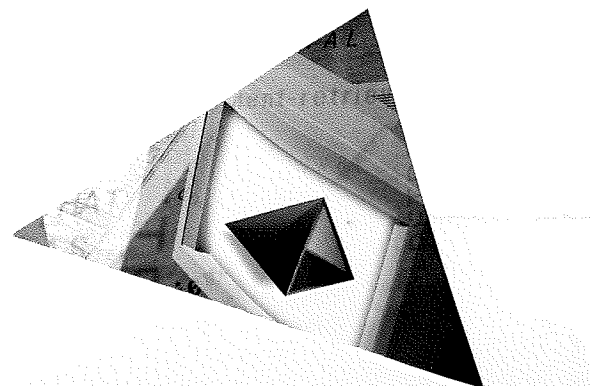 us about software bugs or patches, or commonly-reported problems," he says. "Once it's fully operational, the bulletin board will also be used to gain access to knowledge databases about our product lines."
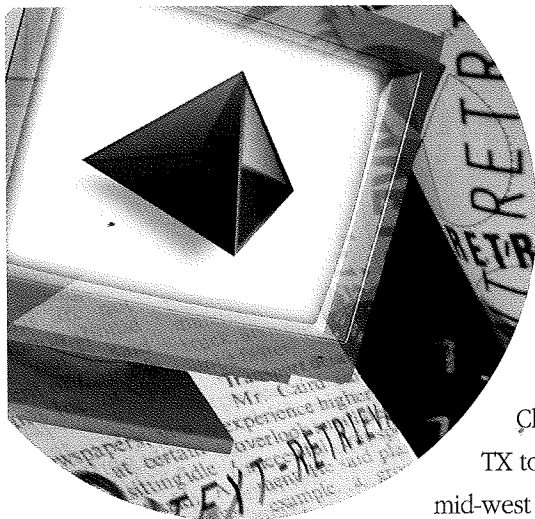
Access to an effective electronic mail system was another need identified, which Fulcrum plans to address by upgrading its corporate electronic mail connections. "It stands to reason that by improving our links to the outside world, we can communicate better externally," Pollack notes.

Provision of more code examples that illustrate how Fulcrum software is employed and the availability of one- or two-day product workshops were other items cited, which customers felt would benefit. "We're addressing the examples by including more in our documentation and have created a new education program, which kicked off in New York on April 18th," says Pollack.

Pollack notes that Fulcrum is also considering a further extension of its support hours for European customers and plans to introduce a new high-end premium support package for application developers. "We'll continue to monitor all service areas and make improvements based on feedback we receive," he concludes.

For more information about Fulcrum's new education workshop program, call the Customer Help Department at (613) 238-1761. ▲

New Offices Opened

Two new Fulcrum offices have been opened in Chicago, IL and Houston, TX to serve customers in the mid-west and south-central U.S. According to Eric Goodwin, Fulcrum's President and CEO, "These additional offices will complement our solid distribution networks on the east and west coast."

The Chicago territory and surrounding states will be managed by John McNerney, a 16-year computer industry veteran who was most recently Vice President of Distribution at Westbrook Technologies. The Houston territory and surrounding states will be managed by Michelle Zaffarano, a 12-year computer industry veteran who has held senior sales and marketing positions with both Xerox Corporation and Apple Computer.

Chicago, IL Tel: (708) 429-6644 Fax: (708) 429-6687

Houston, TX Tel: (713) 444-0071 Fax: (713) 444-0262

In addition, Fulcrum also opened two new offices in London, England and Frankfurt, Germany to better serve Fulcrum's growing European customer base. Call Fulcrum's Paris office for more information at (33) 1 4629-0740. ▲

Calendar of Events

- **PowerSoft International User Meeting**
  Orlando, FL
  May 23-25, 1994

- **Gartner Group Insights Forum**
  San Diego, CA
  May 24

- **DB/Expo**
  San Francisco, CA
  May 24-26

- **DIA Annual Meeting**
  Washington, DC
  June 5-8

- **NIRMA**
  Milwaukee, WI
  August 28-31

Fulcrum Education

Consider attending one of the 1994 Fulcrum SearchTools Training Courses for Administrators and Developers, held on these dates at the company's corporate headquarters in Ottawa:
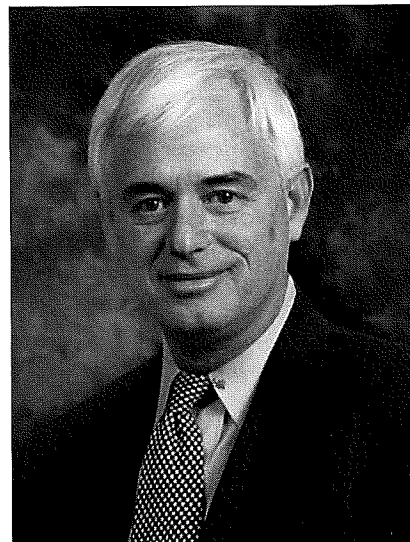
May 16-19
June 13-16
July 18-21
August 15-18

If you have a need for an on-site training course or a date different than the ones listed above, please contact your Fulcrum representative directly. ▲

Fulcrum VP Named to CATA Board

Fulcrum is pleased to announce that Peter Reid, the company's Vice President of Finance and Chief Financial Officer, has been appointed to serve as a member of the Board of Directors for the Canadian Advanced Technology Association (CATA), Canada's leading industry advocate. CATA is a national trade association which currently represents more than 1,000 companies. The association's membership consists of both large and small companies drawn from technology producers, users and customers, as well as the investment community. ▲